

Analysis of user behaviour focusing on mobile marketing and the use of mobile devices in Visegrad Group countries

doc. PhDr. Radovan Bačík, PhD. MBA
University of Prešov in Prešov
Faculty of Management
Department of Marketing and International Trade
Konštantínova 16, 080 01 Prešov, Slovakia
radovan.bacik@unipo.sk

Mgr. Richard Fedorko, PhD.
University of Prešov in Prešov
Faculty of Management
Department of Marketing and International Trade
Konštantínova 16, 080 01 Prešov, Slovakia
richard.fedorko@unipo.sk

Mgr. Jakub Horváth
University of Prešov in Prešov
Faculty of Management
Department of Marketing and International Trade
Konštantínova 16, 080 01 Prešov, Slovakia
jakub.horvath@smail.unipo.sk

Abstract: The aim of the article is to describe the state of the art mobile user behaviour, focusing on individual mobile devices within the V4 countries. The article focuses on the theoretical background of mobile marketing. When describing the current state of the problem. We followed the following areas: types of device usage, devices used most often, weekly online activities. We describe the current state and the most important areas in the V4 markets. The aim of the article is to evaluate and point out the possible future direction of this area of marketing in the respective markets of the Visegrad square.

Keywords: Mobile marketing, Mobile devices, Device usage, V4

JEL Classification: M30; M31

Acknowledgement: This article is one of the partial outputs under the scientific research grant VEGA 1/0806/16 „Research on issues of consumer behaviour of a new generation of customers with emphasis on identifying preferences and usability of mobile platforms in the process of e-commerce of the subjects localized predominantly on the Central European Market“ and VEGA 1/0789/17 „Research of e-commerce with relation to dominant marketing practices and important characteristics of consumer behavior while using mobile device platforms.“

1. Introduction

Mobile marketing (M-marketing, Mobile marketing) is a new concept that identifies one of the direct marketing methods based on the use of mobile devices such as mobile phones, smartphones, PDAs, MDAs, and rarely portable PCs – notebooks. For distributing the commercial or non-commercial content, we use technologies such as SMS, MMS, YAPs, Bluetooth, WLAN, Infrared (IRDA) and others. With the continued growth of mobile phone popularity,

mobile marketing can be labeled as one of the fastest growing and most targeted marketing methods. The concept of mobile marketing has come to the forefront thanks to SMS marketing, which is a part of it. This has happened after some companies started to collect and transmit phone numbers in some European and Asian countries (Krum 2010).

However, over the past few years, SMS has become a legitimate advertising channel, and individual national or international marketing and advertising associations put the rules for mobile advertising and mobile marketing into their code of ethics. In addition, some governments are starting to define a legal framework for mobile marketing in the newly opened legislation. However, due to the rapid increase in mobile marketing popularity, the criteria for the use of mobile advertising devices have not yet been precisely defined; occasional cases of negative use of mobile marketing have occurred in some countries, such as in the US, Japan and so on. In spite of several negative exceptions which have been observed in mobile marketing, every company which wants to retain its reputation seeks to maintain generally valid moral criteria and principles in the application of mobile marketing, as well as respect existing legislation in that country that would indirectly influence the use of the mobile marketing method (Karliček et. al. 2016).

Thanks to the still evolving technologies, it is possible to use more and more features of mobile devices for marketing purposes. Mobile marketing, compared to other marketing methods, has many specificities that arise from the very nature of mobile communication. Penetration of mobile phones is around 90% worldwide, and in some countries, it has long exceeded 100%. Many people carry on mobile phones 24 hours a day and can no longer imagine life without these devices. In addition, mobile phones personify - personalize according to their image, lifestyle or mood (Přikrylová and Jahodová 2010).

Thanks to a variety of added features, mobile phones became a multifunctional device. Unlike internet services, people are used to pay for mobile phone services, and even if a free service is available, some other forms of direct payment is required from the customer. The mobile phone and the mobile marketing elements can be used wherever there is a signal coverage. The significant factors are speed and quality. The best and most up-to-date content is mostly on mobile internet rather than other media. Mobile content can be updated much faster than, for example, in printed media (Frey 2011).

Various companies and mobile marketers have created various acronyms to name the features of mobile marketing, such as PAIR: Personal, Available, Immediate, Real time. MAGIC: Mobile - portable, Anytime - available at any time, Globally - enhanced worldwide, Integrated, Customized - personalized according to the customers' wishes and needs. 5M's: (Movement, Moment, Me, Money, Machines), Movement - allows you to escape from one place, Moment - expands the concept of time, Me - highlights me and my community, Money - spending money, Machines - empower the devices to perform certain activities (Metke 2010).

More and more new companies are joining the world trying to use mobile marketing to expand their business, streamline communication, reach new customers, and so on. The question remains, which of these companies is really able to take advantage of the huge potential of mobile marketing in itself.

2. The current state of the problem

This article focuses on comparing the specifics of the online user behavior of the Visegrad squares (Czech Republic, Hungary, Poland and Slovakia). Our analysis is based on available Google Consumer Barometer data, which summarizes the results of the Connected Consumer Survey and the Consumer Barometer Survey. Google's partners are TNS, IAB Europe, Hive and Graphic. Consumer Barometer is a tool to help you understand how people use the Internet all over the world. These analyzes globally map internet usage, consumer behavior, and Internet users' preferences. This analysis included 56 countries in the world. Respondents were older than 16. Within the Connected Consumer Survey, the sample size was 1 000 respondents in each country surveyed. TNS Infratest surveys on behalf of Google were administered. Survey data was collected in all countries via telephone (CATI) or face-to-face interviewing (CAPI/PAPI). Questionnaires were administered in local language(s) for all countries surveyed. The length of the interview was 25 min. on average for telephone interviews and 30+ minutes for face-to-face interviews. The data was weighted according to local Census data. Enumeration surveys were administered from the period of time January - March 2014. For the purpose of our survey, we focused on the devices through which people connect online and what activities they perform through them. We followed the following areas: types of device usage, devices used most often, weekly online activities.

Based on Consumer Barometer data (2016a), we chose to analyze the use of devices through which users connect to the Internet. In this analysis, 4,002 respondents were surveyed. Based on the data published on the Consumer Barometer Portal in the case of the use of devices currently used by respondents, the devices within the Computer dominated (Desktop, Laptop and Netbook combined). In Slovakia, up to 81% of the users use Computer

(Desktop, Laptop and Netbook combined) for online activities. In the same way, 78% of the users use it in the Czech Republic and Poland. The least used device is the Computer (Desktop, Laptop and Netbook combined) in Hungary, where 74% of the users use it online. Smartphone is the most used in Slovakia (65%). In Hungary and Poland, it is used to the same extent, which is 61%. The least used in the Czech Republic, where it is 58%. When looking at the use of classic mobile phones, 40% of the users use it in the Czech Republic, 35% in Hungary, 32% in Slovakia and 31% in Poland. Tablet is the most used device in Slovakia (34%). In the Czech Republic, users use it at 26% and in Poland only 1% less so 25%. The tablet is the least used in Hungary, where it is used by 22% of the consumers. Based on the Chart below, we can see that the tablet in three V4 countries does not reach even 50% of the smartphone share.

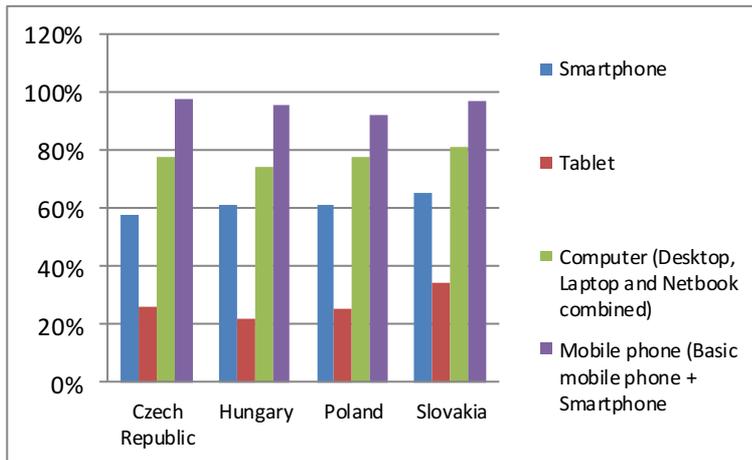


Figure 1. Types of devices used

Subsequently, based on the Consumer Barometer data (2016b), we analyze which one of the devices respondents prefer when surfing online. The question by which the portal was analyzed is the following: How often do you use the Internet for personal reasons through your web browser or application on a computer/smartphone/tablet (i.e. all non-business or work-related purposes)?

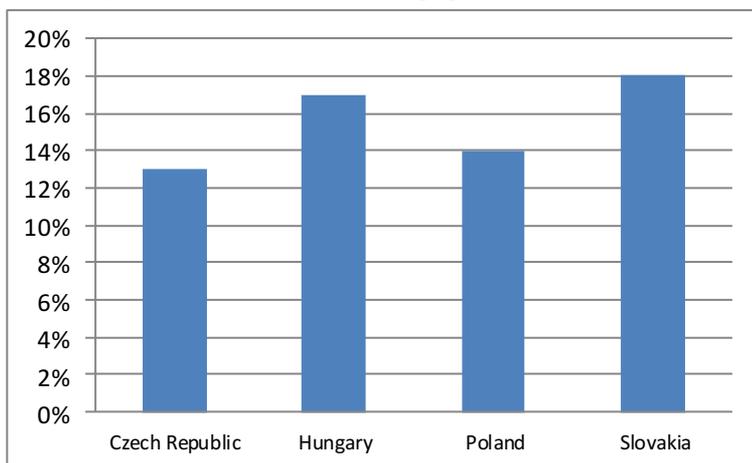


Figure 2. Using Smartphone more often than Computer (Desktop, Laptop and Netbook combined)

© 2014 The Author(s). Published by eXclusive e-JOURNAL.

Chart 2 shows that most of the users prefer to use the smartphone instead of computers in Slovakia (18%). In Hungary, this is only slightly less (17%). In Poland, it is 14% and the smallest number is in the Czech Republic, where it is 13%. These ratios are relatively low, but they are understandable as they result from the analysis above (Figure 1), where the use of Computer (Desktop, Laptop and Netbook combined) for online activities in some countries outweighed 20%, compared to smartphones. It is quite possible that many users start to browse on the smartphone, but they complete it on Computer (Desktop, Laptop and Netbook combined).

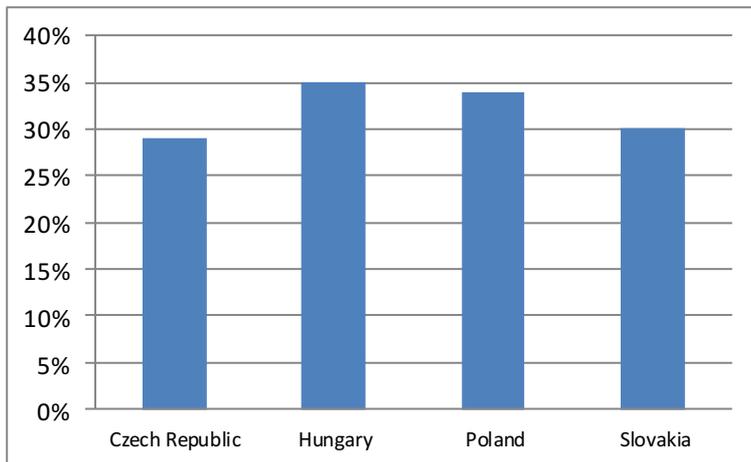


Figure 3. Equally via the Smartphone & Computer (Desktop, Laptop and Netbook combined)

Smartphone, Computer (Desktop, Laptop and Netbook combined), and Tablets are equally used mostly in Hungary (35%). In Poland, this share is represented by 34%. In Slovakia, this equipment is used by 30% of the consumers and by 29% in the Czech Republic. All these results are around 30%. As mentioned before, users use different devices for different activities. The smartphone is more preferred than a tablet, since the users have a 24-hour stand-by with them, but if they make a purchase or a transaction, users believe in Computer (Desktop, Laptop and Netbook combined).

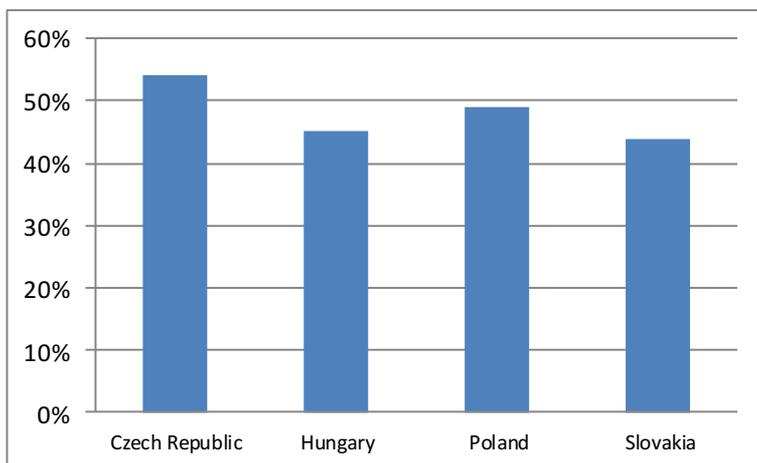


Figure 4. More often via the Computer (Desktop, Laptop and Netbook combined) / Tablet than Smartphone

© 2014 The Author(s). Published by eXclusive e-JOURNAL.

Regarding the preference for the Internet connection and the use of Computer (Desktop, Laptop and Netbook combined) for online activities, the results only confirm what has been mentioned above in the first analysis (Figure 1). Users for online activities from these three devices prefer the Computer (Desktop, Laptop and Netbook combined) in most cases. Computer (Desktop, Laptop and Netbook combined) is the most preferred in the Czech Republic (54%), followed by Poland (49%). In Hungary, this share is represented by 45% of the respondents. In Slovakia it is only slightly less, 44%. Based on the above-mentioned data, we can say that Slovakia, within the V4 countries, in the smallest representation of users, prefers Computer (Desktop, Laptop and Netbook combined) for online activities and mostly prefers the smartphone and, of course, classical mobile phones.

The recent analysis we conducted on Consumer Barometer data (2016c) was the online activity that respondents most often perform on a smartphone. The condition was that these activities must be done on a weekly basis and must be done through a browser or an application. Even though, based on the above-mentioned analyses, it is possible to see that users are using mostly Computers (Desktop, Laptop and Netbook combined) for online activities, for the purposes of this article, we chose to select an analysis of online activities carried out via the smartphone.

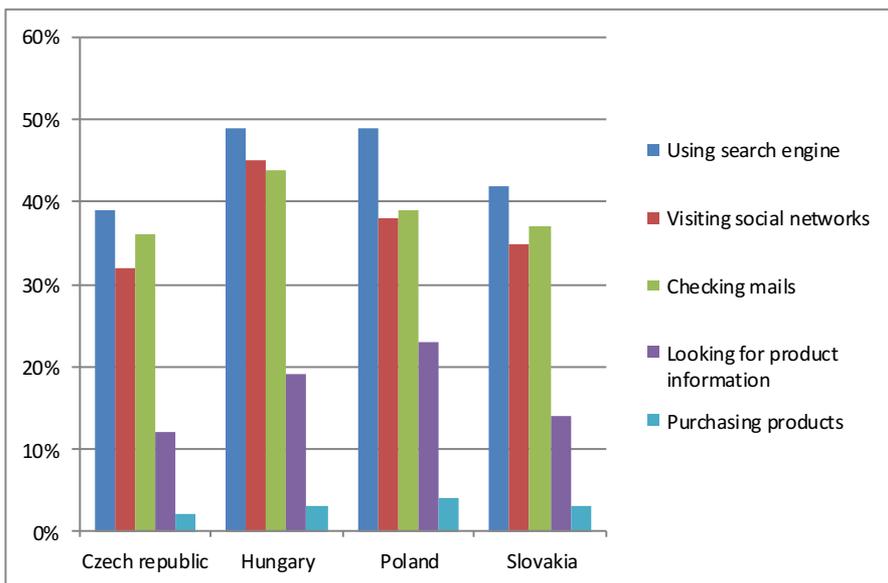


Figure 5. Doing online activities weekly on smartphones

Search engines in smartphones are mostly used by respondents in Hungary (49%). On the second place is Poland (49%) and then the Czech Republic (39%). The smallest representation is represented by 42% of the respondents in Slovakia. Social networks through the smartphone are visited by mostly users in Hungary (45%). Next follows Poland (38%) and Slovakia (35%). The least used social network in smartphones is used by people in the Czech Republic (32%). Checking emails via the smartphone is mostly used by users in Hungary (44%). In Poland, this share represents 39% of the respondents. In Slovakia and in the Czech Republic, controlling emails via the smartphone is represented by 37% and by 36%. Seeking information on smartphones is mostly used by users in Poland (23%), Hungary (19%) and then Slovakia (14%). Less and less people search for information via the smartphone in the Czech Republic (12%). Consequently, there is also a share of users who actually purchase on smartphones. In Poland, it is 4%, in Hungary and Slovakia 3% and in the Czech Republic only 2%.

3. Conclusion

The market for mobile advertising is not merely growing; on the contrary, it is exploding. In fact, this medium is expected to outgrow all other digital advertising platforms. Considering this, the future certainly promises to be improved for the industry. Marketers and advertisers realize that the future lies in mobile marketing and are taking big steps to incorporate the power of the platform in their strategies. However, the mobile advertising platform remains immensely underutilized due to a lack of knowledge in maximizing the space (Digital Marketing Institute 2015).

As evident from all the reports, the future of mobile advertising is extremely bright with a promise of better customer engagement and return on the investments. The users would want advertisers to reach them with ease and offer opportune and relevant information, promotions, and discounts right on their mobile devices. Mobile advertising also enables a deeper level of personalization, and that is a win-win situation for both the marketers and the audience. Outsource2india has been providing various types of mobile advertising, in-app advertising, mobile app development, mobile site development, mobile game development services to companies across the globe, and we see a huge rise in the demand for these services (Williams 2017).

Based on the above survey, in which we compared consumer behavior among the V4 countries in terms of their online activities through mobile devices, we can assume the following. The most common device through which respondents are most likely connecting to the Internet is the Computer (Desktop, Laptop and Netbook combined). The second most preferred device is the smartphone and the least used device for the online activities is the tablet. Significant differences have not been recorded with respect to the V4 countries, as well as to the use of personal computer and smartphone for online activities. Preferences varied between 29% (Czech Republic) and 35% (Hungary). We also focused on the question from what online activities users of the V4 countries most often use on their smartphones. In all countries, users most often use their smartphones to search for information through search engines. The second most common activity is checking emails, just behind social networking. Users use their smartphones at least to search for information about the product and, to a negligible extent, to buy products.

Nowadays, the trend of mobile marketing is on the rise, and based on our analysis of Consumer Barometer, we can see that the use of mobile devices for online activities will increase. In the future, the trend of the popularity of the use of mobile devices will continue as a communication tool as well as a dominant tool for the consumption of digital content in the Internet environment. We consider the findings described above to be significant from the perspective of marketing activities for all types of businesses.

References

- Consumer barometer. 2016a. "Consumer barometer" Last modified August 12. https://www.consumerbarometer.com/en/graph-builder/?question=M1&filter=country:slovakia,czech_republic,poland,hungary
- Consumer barometer. 2016b. "Consumer barometer" Last modified August 12. https://www.consumerbarometer.com/en/graph-builder/?question=W4&filter=country:slovakia,czech_republic,poland,hungary
- Consumer barometer. 2016c. "Consumer barometer" Last modified August 12. https://www.consumerbarometer.com/en/graph-builder/?question=M7b1&filter=country:slovakia,czech_republic,poland,hungary
- Digital Marketing Institute. 2015. "Predictions on The Future of Mobile Marketing" Last modified August 14. <https://digitalmarketinginstitute.com/blog/5-predictions-future-mobile-marketing>
- Frey, P., 2011. Marketingová komunikace nové trendy 3.0. Praha : Managment press.
- Karlíček, M. a kol., 2016. Marketingová komunikace: jak komunikovat na našem trhu. Praha: Grada Publishing.
- Krum, C., 2010. Mobile Marketing. United States of America: Pearson Education.
- Metke, J. 2014. Mobilný marketing. Last modified August 12. <http://www.msolutions.sk/inniarketing.htm>
- Přikrylová, J. a Jahodová, H., 2010. Moderní marketingová komunikace. Praha: Grada.
- Williams, J. 2017. "A Hand-Held World: The Future of Mobile Advertising" Last modified August 14. <https://www.business.com/articles/the-future-of-mobile-advertising/>